

Innovation Day

Legal Intelligence

Intelligent Law Firm Management

Creating new strategies for law firms

Intelligent Recruiting and Retention

Finding and holding the best

Intelligent Market Research

Investing in market know-how

2007



26th of June 2007
Le Meridien Hotel
Munich, Germany



Innovation Day 2007

9.00

8.30 am

Registration and Coffee

9.00 am

Greeting and Introduction

9.15 am

Strategy and Structure, Scale and Scope: The Dynamics of the Legal Services Market and the Implications for Law Firms

- Changing client expectations
- New strategies for law firms in a changing market environment
- Organizational implications: Structure; Processes; Culture

Prof. Ansgar Richter, PhD – European Business School, Wiesbaden

10.45 am

Coffee Break

11.15 am

Legal Entrepreneurs – Doing it Hengeler's Way

- Encouraging partners to work as entrepreneurs
- The value of co-operation, respect and support within a partnership
- Finding the right new associates and training them

Dr. Christof Jäckle – Hengeler Mueller, Frankfurt

12.00 pm

The changing Face of Law Firm Mangement

- The next 10 years
- Recruitment and retention
- Business efficiency

Keith Wood – SJ Berwin, London

12.45

12.45 pm

Lunch Break

2.15 pm

Setting up Effective Business Intelligence and Research

- Basics: Buying databases and investing in market research
- Identifying opportunities for cross-selling
- Advising partners to build up intensive relationship with clients

Carina de Walle – Loyens & Loeff, Rotterdam

3.00 pm

Legal Intelligence: Can it work globally? How does it involve clients?

- Reconciling perspectives
- Creating alignment across a global firm
- Driving to deliver value

Ori Wiener – Linklaters, Frankfurt

3.45 pm

Coffee Break

4.15 pm

Discussion Groups

Group 1: Changing client expectations and services

Group 2: Successful strategies for recruitment and retention management

Group 3: Setting up business intelligence systems

Group 4: How to develop a law firm culture

Discussion Leader:

Corinna Budras – FAZ, Claudia Schieblon – PMN, NN

5.00

5.00 pm

Discussion groups: Presentation of results

5.30 pm

Drinks & Reception

Intensify networking in a relaxed atmosphere



■ The topic of the Professional Management Network's 6th Innovation Day is "Legal Intelligence". Legal Intelligence describes the ability of law firms to develop successfully within the radical change of their market. The top German law firms have undergone a tremendous change within the last decade: Most of them merged and are working now within international

networks. At the same time they installed professional management to cope with their new size. Client behaviour changed, forcing law firms to change into service orientated legal consultancies. The competition within the market is huge, so law firms set up strategies to compete successfully - with the strong support of marketing, business development tools and business intelligence.

The Innovation Day will show how law firms are coping successfully with this bunch of challenges. Prof. Richter will describe the dynamics of the legal market and the implications for the firms. Then a range of high-profiled experts will share their experience how they managed the development. Come and see how legal intelligence works and make it happen within your firm!

The Innovation Day is designed for all members of internationally working law firms – lawyers, partners and people working in management positions, BD, such as marketing, finance and HR. The Innovation Day will be held in English – making it possible for you to discuss with participants outside of Germany as the PMN is inviting members of it's partner networks all over Europe and the US to participate.

See you in Munich at the Innovation Day 2007!



■ **Dr. Christof Jäckle** has been Co-Managing Partner of Hengeler Mueller since 2004. He has been working as a lawyer at Hengeler Mueller since 1990, specialized in M&A, private equity and telecommunications. He has been ranked as one of the top individuals in all these areas by various international legal publications. Hengeler Mueller has an outstanding position in the German legal market. This high-end business firm is well-known for delivering extraordinary quality and service.



■ After 25 years in investment banking, **Keith Wood** sought a rest from the relentless unforgiving pace of the London city. Keith joined SJ Berwin in 1990 and as a non-lawyer chief executive he has adopted guerrilla style tactics to inveigle himself into a tightly-knit tribe of first class lawyers. Keith has enjoyed an exciting journey in the past 16 years through the dense jungle of a legal partnership in one of the fastest growing city law firms. As a tribute to the people management skills which Keith has helped to introduce to the firm, his own job description is reviewed daily by 150 partners.



■ **Prof. Angar Richter PhD** is Head of Chair of Management and Consulting and of the Institute of Industrial Services Management at the European Business School (EBS) in Wiesbaden, Germany. The main focus of his research and teaching are the management of Professional Service Firms (PFS), organization change, HR management and corporate strategy. He studied Philosophy, Economics and Management at the Universities in Frankfurt and Bochum, and at the London School of Economics, where he received his PhD. He also spent extended periods of time at the Universities of Stanford and Berkely as a Visiting Scholar. After several positions in research he worked as a Senior associate at McKinsey & Company for over three years. He published extensively on the management of PFS and has received numerous awards for his research, teaching and services to the academic community.



■ **Ori Wiener** is Global Head of Business Development at Linklaters. He is the firm's most senior, non-lawyer, business development executive. Prior to joining Linklaters, Ori Wiener worked as an investment banker for Lehman Brothers and UBS for 16 years. During this period he was involved in a wide range of transactions such as various financing including IPO's, take-overs, acquisitions/disposals and privatisations, all of which he later was in charge of. His responsibilities also included leading a sector team and country coverage. He holds a BA from Oxford University and an MBA from the London Business School.



■ **Carina de Walle** is marketing manager at Loyens & Loeff, the biggest Benelux law firm with 700 fee-earners and 1300 members of staff. Loyens & Loeff had been chosen for "Benelux Law Firm of the Year" twice within the last three years. Carina leads the business development and CRM team of the firm. Before she joined Loyens & Loeff Carina worked at another leading Dutch law firm for four years as well as for the mobile phone company Orange. Carina is member of the supervisory board of the Rabobank Delfland and Chairman of the Program Council for TV and radio of the municipality of Delft.



■ **Corinna Budras** has studied law at the Humboldt-University in Berlin as well as in Liège, Belgium. She also received a master's degree from the journalism school in Berlin. Following internships in New York, Hamburg and Berlin, she worked as a legal reporter for the U.S. financial news service Bloomberg in Frankfurt for two years. Since May 2005 she is working as a legal reporter in the business section of Frankfurter Allgemeine Zeitung. Among other duties she is in charge of the paper's weekly page focusing on legal issues.

**Innovation Day 2007 –
Legal Intelligence
26th of June 2007**

Registration

Name

Position

Firm

Street, No.

ZIP-Code, City

Telephone Fax

E-Mail

Member of the following network:

Please select your 1st and 2nd choices for the discussion groups: Group 1 Group 3
 Group 2 Group 4

Date Signature

Registration & Fees:

Early booking fee (until the 27th of April 2007):
790 € for members of the PMN (plus VAT)
890 € for members of partner networks
990 € for non-members* (plus VAT)

Regular fee (any booking after the 27th April 2007):
890 € for members of the PMN (plus VAT)
990 € for members of partner networks
1.090 € for non-members* (plus VAT)

There is a reduction of 20 % for the second and 30 % for the third delegate of a firm. You will be sent an invoice for the attendance fees beginning of May.

* Please ask for details about a membership at the PMN office.

Registration closure: 29 th of May 2007

Cancellation policy:

Cancellation must be submitted in writing or via fax. There are no refunds for nonattendance, but you can send a colleague of your firm on your behalf. In that case please let the PMN know who will attend.

Refund for cancellation:

Until 11th of May 2007: full refund
Until 29th of May 2007: 50 % refund
After the 29th of May 2007: no refund

Participants:

The Innovation Day is designed for the members of the Professional Management Network and its partner networks in Europe and the US. All participants are working in Professional Service Firms. Non-Members can attend the event on personal invitation only by the principal of the PMN.



Hotel & Travel Information

Conference Hotel



Le Meridien
Bayerstraße 41
D-80335 München
Phone +49 (0)89 24 22 0
Fax +49 (0)89 24 22 111
www.munich.lemeridien.com

Travel Information

The conference hotel is in the center of Munich, opposite of the main train station. Munich International Airport is 35 km away from the center, but the subway (line 1 and 8) takes you directly to the main train station. If you are traveling by car, please check the travel information on www.munich.lemeridien.com. The hotel has sufficient parking spaces.

Accommodation

There is a contingent of rooms at Le Meridien Hotel for the participants of the Innovation Day held until the 28th of May 2007. The room rate is 185 € for a single and 205 € for a double room, including breakfast. You can book directly at the hotel with the keyword "PMN", Phone +49 (0)89 24 22 0.

Please send your registration to:

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